

## Radio City launches Plasma Helpline, takes a step further towards helping COVID-19 patients

**Through this initiative, Radio City Delhi's RJs across their shows have been sharing relevant information and connecting donors with seekers round the clock**

**Delhi, 26<sup>th</sup> April 2021:** While India is grappling under the cusp of the second wave of the pandemic, various brands have been actively engaging in assisting those in need. Keeping up with its legacy to help the deprived, Radio City has launched the 'Plasma Helpline' initiative in Delhi. Through this initiative, the brand aims to connect COVID-19 patients and their families with plasma donors. Radio City RJs are sharing credible information and leads with their audience who are in dire need of plasma across the Delhi-NCR region round the clock. Along with this, RJs are encouraging people who have battled and recovered from this fatal disease to come forward and help their fellow citizens. People around the Delhi-NCR region can WhatsApp their plasma requirements on +91 8454911911 and the team will assist with the relevant information.

Sharing his thoughts on this initiative, **Mr. Kartik Kalla, Chief Creative Offer, Radio City** said, "It is rather unfortunate to see the current situation in the country. As a brand and more importantly as a media platform, it is our responsibility to use our voice to the fullest in helping our fellow civilians. With the power of radio, we want to help as many people as we can. Hence, with Plasma Helpline we urge Delhiites to come forward and help fellow citizens. Radio City has always lent a helping hand for the betterment of the city and its citizens. We hope and pray that we all come out victorious of this horrific situation and urge all our listeners to stay safe and take all the necessary precautions."

While connecting plasma donors with COVID-19 patients remains the key aim of the initiative, Radio City RJs are making public service announcements about the availability of beds, oxygen cylinders, and food delivery services for COVID-19 affected patients and their families. These announcements are free of cost. As a token of gratitude, RJs will share a special mention of the people who come forward and help. So far, Delhiites are making optimum use of the helpline number that is connecting the probable recipients with the donors. Radio City is amplifying this message across its social media handles urging digizens for their support, the activity is witnessing response from various celebrities like Jaspinder Narula, Aman Trikha, Balraj Sehgal, Jyotika Tangri etc are also promoting the campaign on their social media pages. Staying true to its brand philosophy of Rag Rag Mein Positivity, Radio City with initiatives like these is trying to help the city and citizens in the best possible manner.

### **About Radio City:**

Radio City, a part of Music Broadcast Limited (MBL) is a subsidiary of Jagran Prakashan Ltd. Being the first FM radio broadcaster in India and with 19 years of expertise in the radio industry, Radio City has consistently been the number one radio station in Bengaluru and Mumbai with 24.8% and 15.2% average listenership share, respectively. (Source: RAM Data, TG: 12+ Period: Week 1, 2013 to Week 49, 2020). Radio City Delhi ranks #2 with a 13.1% average listenership share (Source: RAM Data, TG: 12+ Period: Week 1, 2019 to Week 49, 2020).

Music Broadcast Limited currently has 39 stations across 12 states, comprising 62% of the country's FM population. Radio City reaches out to over 69 million listeners in 34 cities covered by AZ Research 2019

(Source: AZ Research Report). The network provides terrestrial programming along with 17 other web-stations, through its digital interface, [www.radiocity.in](http://www.radiocity.in).

Radio City has spearheaded the evolution of FM radio by offering content that is unique, path-breaking, and invokes city passion amongst listeners with its brand philosophy of “Rag Rag Mein Daude City”. The network introduced humor and the concept of agony aunt on the radio with Babber Sher and Love Guru, respectively. It also initiated Radio City Freedom Awards, a platform to recognize independent music, and provided a launchpad to budding singers with Radio City Super Singer, the first singing talent hunt on Radio.

Radio City bagged 85 awards across national and international platforms like Golden Mikes, India Radio Forum, New York awards, ACEF awards, etc. in FY 2019-2020. Radio City has consistently featured for the 7th time in ‘India’s Best Companies to Work For’ study conducted by Great Place to Work Institute. Radio City has also been recognized in ‘India’s Best Workplaces for Women – 2019’ and has ranked amongst the Top 75 organizations on the list. In 2020, Radio City ranked 4th in ‘Best Large Workplaces in Asia’, according to the GPTW survey.